

Q: What if I don't know exact figures for the budget section?

A: Estimate what you expect to spend, either based off of last year's expenditures or from quotes you have obtained. Once a more exact amount is determined then revise your plan and submit with the updated numbers. Please note that only items listed in the budget section are approved for expenditure.

Q: Do we have to format our plans with the example from OMB's website?

A: No, we may use whatever format you chose, but the same relevant information, such as objectives, goals, target audience, etc. must be included. Also provide contact information for the individual responsible for the submitted plan.

Q: How long should the plan be?

A: Length will vary by agency depending on the number of program areas they have, but all plans should be written as concise as possible without redundant information and with a logical flow of information. i.e. Primary audience should match primary objectives and goals.

Q: What if I have an expenditure in July?

A: Go ahead and include it in your plan, but you may want to submit a expenditure request to be on the safe side.

Q: Should I include business cards in my communications plan?

A: If the expense is part of doing business, such as business cards and stationery, then it is an operational expense and not a marketing or communications expense. If however, a direct mail campaign requires X amount of stationery, the cost associated to that specific amount of stationery is now a marketing expense.

Q: What if I have grantees that spend money on marketing and communications?

A: Use what you know or expect your grantees to allocate funds towards. This can be based off of what your grantee did last year. You may just have to leave this very general, but for next year's plan can go back to grantee and add this information.